

Drive Smart Nebraska Coalition Strategic Plan

Drive Smart Nebraska Coalition (DSN) is dedicated to eliminating injuries and deaths on Nebraska roads. Through a Coalition of public and private partners, we promote and carry out proven road safety policies and activities.

Vision: All drivers and passengers are safe on Nebraska roads.

Drive Smart Nebraska Coalition Members:

Brain Injury Association of Nebraska, DHHS Injury Prevention Program, Lincoln-Lancaster County Health Department, Nebraska Medical Association, Nebraska Office of Highway Safety, Nebraska Safety Council, Nebraska State Patrol, Safe Kids Nebraska, AAA Nebraska, Nebraska Association of Public Health Directors, Four Corners Health Department, State Farm, Schmeeckle Research Inc., PHAN, Nebraska Safety Center, Central City Police Dept./EMS, Ponca Tribe Injury Prevention Program, DHHS School Health, DHHS Adolescent Health, Novartis Pharmaceuticals, National Safety Council-Nebraska, Bryan Health, Children's Hospital and Medical Center, MADD, Project Extra Mile.

Successes:

Establishment of the Teens in the Driver Seat program

Educated stakeholders and partners on motor vehicle injury burden which led to the introduction of the Nebraska Road Safety Act


Creation of the Nebraskans Saved by the Belt website

Held the Improving Seat Belt Usage training through CDC for coalition member development

Development of consistent traffic safety messaging for coalition members

Creation of the DSN Google email group which led to more communication among coalition members on timely traffic safety issues

Public and private partners working together



A coalition is a "formal agreement for collaboration among groups or sectors of a community in which each group retains its identity but all agree to work together towards a common goal."¹ A collective voice for change.

¹Community Anti-Drug Coalitions of America, CADCA Handbook for Community Anti-Drug Coalitions (2009)

Strategic Plan: 2014-2015

Work Group: Partners: Tim J, Jason K, Tim S, Dick S, Nikki C

Goals	Key Performance Indicators	Strategies
1. Identifying partners for special projects	1. Development of second level partner contact list	1. Identify and gather contact information of other traffic safety advocates: Sherriff's Association, ENA for example 2. Create list of additional partners that can be used by the coalition 3. Make available additional partner list to coalition members as requested
2. New member orientation	1. Coalition resume developed	1. Get input from coalition members on draft resume 2. Make resume available online
3. Maintain coalition partners	1. Number of coalition partners attending meetings	1. Review purpose of coalition at meetings 2. Giving voice to members via sharing activities at meetings 3. Review why are you here and what you bring

Work Group: Support: Jeanne B, Michaela M, Peg OG, Joyce S, Julie A

Goals	Key Performance Indicators	Strategies
1. Expand TDS	1. Number of schools participating increase by five annually	1. Partner with FCCLA 2. Establish relationships with school group leaders, health educators and student councils 3. Attend FCCLA state conference and other school conferences 4. Outreach to agencies who can promote TDS
2. Support current TDS schools	1. Maintain current levels of school involvement	1. Provide communication and support to existing TDS schools 2. Maintain current funding to support schools

3. Secure funding	1. Increased number of new funding partners 2. Amount of dollars secured	1. Investigate other funding sources for coalition activities 2. Establish relationships with business for funding for example car dealerships, body shops, civic groups 3. Partner with the Nebraska Office of Highway Safety 4. Determine needed funding levels to support TDS schools
4. Continued support of the DSN Google email	1. Use of Google group by coalition members	1. Post articles and other information on a regular basis

“Everyone in my vehicle was wearing a seat belt- a rule I never bend on. Thanks to the restraint system in my Durango, the rescue crews and the skilled treatment from the staff at Bryan Health, I have been able to mark many milestones in the lives of my family.”

Terry Holt

Work Group: Messaging: Nate H, Susan B, Carol B, Christa T, Vicki D, Sara D

Goals	Key Performance Indicators	Strategies
1. Increase visibility/awareness of coalition	1. Number of times DSN is used	1. Develop information for social media use to include the DSN coalition name 2. Add coalition name into press releases and interviews 3. Create media contact list 4. Collaborate with media partners
2. Develop social media presence	1. Number of tweets, retweets and FB posts, following # of tweets	1. Create and use a # hashtag consistent among partners: #DriveSmartNE 2. Work with the Partner Group to obtain partners lists to engage groups on social media to use # 3. Write twitter and FB information posts to send to group to use
3. Develop media partners	1. Number of media placements and contacts	1. Promote brand through consistent messaging of the vision and mission of the coalition 2. Develop media contacts – Utilize existing relationships with reporters 3. Co-branding DSN with other lead agencies

		4. Identify key media timeline and press releases
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Work Group: Data: Ashley N, Will S

Goals	Key Performance Indicators	Strategies
1. Disseminate NE Injury Data	<p>1. Increase the number of fact sheets posted to the website</p> <p>2. Injury in NE Report 2009-2013 posted to website</p>	<p>1. Standardize data sets for analysis</p> <p>2. Select case definition</p> <p>3. Run descriptive statistics (e.g. gender, age groups)</p> <p>4. Format factsheets</p> <p>5. Generate graphs & tables</p> <p>6. Approval from Communications</p> <p>7. Post to website</p> <p>1. Standardize five years of data sets (e.g. death, inpatient, ED visits)</p> <p>2. Categorize data by case definition</p> <p>3. Run descriptive stats</p> <p>4. Update report format</p> <p>5. Edit report to include emerging issues</p> <p>6. Make revisions, receive approval to post on DHHS website</p>
2. Evaluate student driving behaviors of TDS participating schools	1. Each TDS school will receive a report on school-level driving behaviors every year	<p>1. Each TDS school will collect the appropriate number of surveys, as defined by pre-established goals</p> <p>2. Data entered, analyzed and reports create</p> <p>3. Reports disseminated to TDS schools</p>
3. Survey parents on perceptions around teen driving	1. Data used to inform media campaign	<p>1. Design survey and create online version</p> <p>2. Disseminate online survey through TDS schools</p> <p>3. Data analyzed and reports created</p> <p>4. Report used to identify areas/attitudes/perceptions to target through media campaign</p>

Work Group: Policy: Rose W, Laurie K, Beverly R, Cindy J, Coleen N, Kate KJ, Heather T

Goals	Key Performance Indicators	Strategies
1. Identify potential policy champions and educate them on proven interventions on Traffic Safety Related Legislation	1. Number of champions	1. Update list of potential champions 2. Group will provide research to potential champions 3. Assess likely committee assignments 4. Brief potential stakeholders 5. Review revised draft legislation as requested
2. Educate DSN Coalition on merits of NRSA	1. Hearing held	1. Get list of last year's witnesses at the hearing 2. Compile list of potential expert witnesses for 2015 hearing if invited 3. Invite potential witnesses 4. Create talking points for coalition members to incorporate into meetings 5. Create an article for coalition members to use through their distribution networks 6. Get messaging committee feedback on talking points
3. Respond to legislators requests	1. Legislation reflective of evidence-based research	1. Majority of coalition members onboard and aware of activities 2. When requested, provide model motor vehicle interventions such as seat belt, GDL, texting and school bus for consideration
4. Educate DSN Coalition on merits of the motorcycle helmet law	1. Legislation reflective of evidence-based research	1. When requested, provide data.

"I am so thankful for her using her (Mackenzie, 16) seat belt which saved her life for sure. Not only did it save her life but is saved her family so much grief and sadness."

Desiree Bougher, Mackenzie's mom

Ad Hoc Groups/Project Driven (Address emerging needs)

Traffic Safety Observance	Lead
Child Passenger Safety Week: September	Jason Kerkman
Teen Driver Safety Week: October	Jeanne Bietz
National Teens Don't Text and Drive: November	Heather Talbot
Distracted Driving Awareness Month: April	Laurie Klosterboer
Motor Cycle Safety Month: May	
Click It or Ticket: May/June, NOHS wave November	NOHS

“Not everything that is faced can be changed, but nothing can be changed until it is faced.”

-James Baldwin